

TO: Ted Calleton

4/14/55

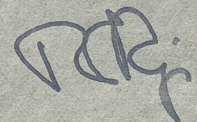
RE: Audience Research

The annual spring intensive polling program has been completed. These polls take in the hours from 1:00pm to 1:00am Sunday; from 5:00pm to 1:00am Monday through Thursday; and 5:00pm through 2:00am Friday.

I'll not try to condense the results of the polls here; they will disappoint some, encourage others, and even shock many. Their results will be interpreted in graph form and will be available to the Executive Committee for its meeting of April 25.

In anticipation of the varied reactions that will be produced by these results I want to be sure that you realize the pitfalls of this department. 1) it is far simpler to poll oneself twenty times than to knock on twenty doors - in spite of the high coefficient of honesty at Yale this has been known to happen. 2) due to limited manpower our samples are pitifully small - due to the failures of several of our laborers some samples are all but non-existent. These, I realize, are nothing new to you, but I wanted to put them before you for use when someone says, "I don't believe that". Okay?

I'll say it now and then again in my final report, but it is worth repeating. My place in this survey has been strictly supervisory. Credit for what I believe can be called a very fine job must be given to Dave Woods. This heeler has been an invaluable aid to me and all of us who believe in placing credit where it is due must thank him.



R.S. Roberts, Jr.
Director, Audience Research

